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Generation We: How Millennial Youth are Taking Over America and Changing Our World (Paperback)

By Eric H. Greenberg, Karl Weber

Pachatusan, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. In the last three years, the Millennial Generation has emerged as a powerful political and social force. Currently including young people up to 30 years of age, the Millennials are the largest generation in history; they are independent politically, socially, and philosophically and they are spearheading a period of sweeping change in America and around the world. Generation We explores the emerging power of the Millennial Generation, shows how the Millennials (and their supporters from other generations) are poised to change our nation and our world for the better, and lays out a powerful plan for progressive change that today's youth is ready to implement. Generation We presents for the first time the results of a major research study into the characteristics of the Millennial Generation, including an in-depth survey of 2,000 individuals and a series of twelve geographically- and demographically-diverse focus groups, all sponsored by author Eric Greenberg and conducted by Gerstein - Agne Strategic Communications, one of the most respected research organizations in the United States. Generation We also presents the major political, social, and economic challenges facing the Millennial generation. As Greenberg and Weber...



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